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ABSTRACT

Prompted by the lack of use and gratification studies that have concerned themselves with an examination of newspaper-related behaviors such as subscribing versus not subscribing, buying single copies versus not reading at all, and weekday versus Sunday newspaper readership, a study conducted a telephone survey of 543 persons to determine whether the concepts of surveillance, diversion, and interaction could prove useful in explaining such newspaper readership behaviors. Questions were asked concerning demographics, media usage, and reactions to a selection of use and gratification statements. In addition, three idiosyncratic statements were added to permit the emergence of other statement groupings. The data analysis revealed that subscribers who read both weekday and Sunday newspapers tended to have a strong generalized orientation toward surveillance of the environment, while nonreaders tended to view the newspaper as a diversion to pass time. Single copy readers used weekday newspapers as an interaction tool for finding materials to talk about, while Sunday newspaper single copy readers were more oriented toward the surveillance notion of understanding what is going on. The differences in the orientations of single copy readers helped to account for differences between weekday and Sunday circulation for local newspapers. (HOD)

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WEEKDAY AND SUNDAY NEWSPAPER READERSHIP AND SOME USES-AND-GRATIFICATIONS

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CS 208 462

Abstract

WEEKDAY AND SUNDAY NEWSPAPER READERSHIP

AND SOME USES-AND-GRATIFICATIONS

Although the uses-and-gratifications research perspective has been applied to newspapers in at least six recently published studies, these studies have tended to concentrate on newspaper as a medium and have not concerned themselves with examining newsaper related behaviors such as subscribing versus not subscribing, buying single copies versus not reading at all, and weekday versus Sunday newspaper readership. This study addressed such potential relationships and found that subscribers, who read both weekday and Sunday newsapapers, tended to have a strong generalized orientation toward surveillance of the environment, while non-readers tended to view newspaper as a diversion to pass time. Single copy readers used weekday newspapers as an interaction tool for finding materials to talk about, while Sunday newspaper single copy readers were more oriented toward the surveillance notion of understanding what is going on. The differences in the orientations of single copy readers helped to account for circulation differences between weekday and Sunday circulation for local newspapers.

WEEKDAY AND SUNDAY NEWSPAPER READERSHIP AND SOME USES-AND-GRATIFICATIONS

Growth of Sunday newspaper circulation in the face of declining weekday circulation has encouraged interest in differences between these two newsreading behaviors as a means of explaining audience orientations toward newspapers in general.[1] Explanations have included: (1) simple mechanical differences, with Sunday newspapers larger in size and more compartmentalized into sections; (2) content differences, with Sunday newspapers more oriented toward entertainment and utilitarian information; (3) demographic differences, with Sunday newspaper readers tending to be younger; and, (4) psychological differences, with Sunday itself viewed as a day of leisure suitable for enjoying the newspaper.[2]

In addition to these four available sets of explanations, a fifth set of explanations can be provided by the research perspective of uses-and-gratifications, commonly defined as interest in what people do with media rather than what media do to people.[3] To date, research in uses-and-gratifications has focused on the broad medium of newspaper itself, paying scant attention to differences within the medium such as subscribing and not subscribing, reading and not reading, and weekday versus Sunday newspaper readership. The purpose of this discussion will be to summarize existing uses-and-gratifications findings on newspaper as a medium, and to apply those findings to more particularized newspaper behaviors.

Six studies. Broadly speaking, findings relating uses-and-gratifications to newspapers as a medium can be divided into three broad areas: (1) surveillance of the surrounding world; (2) diversion from the surrounding world through entertainment and relaxation; and, (3) interaction with the

surrounding world through materials for anticipated conversation and general social utility.[4] These general areas have appeared in six recently published studies dealing with uses-and-gratifications and the newspaper medium.

In the first of the five studies, Blumler tested British adults and produced the three expected groupings of statements, as well as a fourth, idiosyncratic grouping. The three expected groupings were a surveillance grouping, headed by "I use it to understand what is going on in the world;" a diversion grouping featuring "It helps me to relax;" and, an interaction grouping involving statements like "It shows me what others are thinking about a person like me." The fourth group involved statements concerning curiosity such as "It makes me want to learn more about things."[5]

In a second study of the relation of uses-and-gratifications statements to the newspaper medium, Becker also produced the triple distinction among surveillance, diversion, and interaction, as well as a fourth grouping particular to his study of adults in Wisconsin and upstate New York. Becker's surveillance groups involved statements like "To help vote," "To see stands on issues;" and "To keep up with latest events." His diversion group involved "Rather view other things;" "Prefer to relax;" and, "Just to pass the time." His interaction groups involved "To get something to talk about" and "To use in discussions." Becker's idiosyncratic grouping involved use of advertising and was headed by the statement "For information in advertisements."[6]

Four groupings were also produced in the third study when Kippax and Murray examined the relation of uses-and-gratifications and newspapers among

Australian adults. The surveillance group featured "To understand what is going on;" the diversion group featured "Need to avoid feeling lonely;" and, the interaction group involved "Need to improve the quality of my lifestyle." Kippax and Murray's idiosyncratic group involved general feelings of well-being and featured "Need to be happy."[7]

In the fourth published study, Burgoon and Burgoon studied several cities around the United States and produced a diversion group, an interaction group, and two surveillance groups of uses-and-gratifications statements related to the newspaper medium. The two surveillance groupings distinguished between general and local news, with the general group headed by "To get immediate knowledge of big news events," and with the local grouping headed by "To keep informed about what is happening in your local community." The diversion grouping involved "For entertainment," while the interaction grouping featured "To get interesting or unusual stories that you can repeat to others." Finally, Burgoon and Burgoon also produced an idiosyncratic finding labelled redundancy, involving the statement "To give you more information on things you've seen such as movies, sports events, or accidents."[8]

In the fifth study, Lichtenstein and Rosenfeld studied college undergraduates in the Southwestern United States and found newspapers were strongly related to surveillance statements like "To obtain information bout daily life;" "To keep up with the way the government is doing its job;" and, "To get to know the quality of our leaders." Additionally, weaker relationships were found for diversion statements like "To be entertained;" and, for interaction statements like "To feel I'm involved in important events."[9]

Finally, in the sixth published study, Warwick, Keir, and Kang performed a secondary analysis on a Hawaiian newspaper study and found that respondents produced the three factors of surveillance, diversion, and interaction. The surveillance factor featured the statements "Reading the newspaper gives people an understanding of what is going on" and "Reading the newspaper helps people keep up with the latest events." The diversion factor featured "It's fun to read the newspapers" and "Reading the newspaper provides people with a way to relax and pass the time." Lastly, the interaction factor featured a series of civic attitude statements like "So many other people follow the news and keep informed about it that it doesn't matter much whether I do or not."[10]

Overall, the six studies did produce the expected groupings of

surveillance, diversion, and interaction, but these results were muddled because of the wide range of statements used to reflect the underlying concepts. At least some of this confusion can be attributed to the long-standing and often criticized practice of uses-and-gratifications researchers to use idiosyncratic rather than standardized sets of statements.[11] Because of this difficulty, the study's first obligation was to establish the viability of the underlying concepts of surveillance, diversion, and interaction, and so the following hypothesis was tested:

> H_1; Uses-and-gratifications statements regarding newspapers will produce three distinct groups of statements: (a) surveillance of the surrounding world; (b) diversion from the surrounding world; and, (c) interaction with the surrounding world.

The three concepts named in the hypothesis were expected to produce the statistically strongest explanations, while any idiosyncratic statements would be expected to produce weaker explanations, if any.

Newspaper behaviors. In addition to the general medium of newspapers, the study also sought to establish the usefulness of the uses-and-gratifications perspective in explaining particular newspaper reading behaviors. Because of mechanical limitations within the study and because of the difficulty of measuring complex readership behaviors, the study considered the simple distinctions of subscribing, reading single copies, and not subscribing, with the distinction between weekday and Sunday readership added as a precautionary control.

Generally speaking, newspaper readers have tended to favor information, a surveillance concept, over entertainment, a diversion concept.[12] This

preference for information content indicated that surveillance would be expected as a primary gratification related to newspaper readership, with diversion providing a weaker relationship. But recent research has indicated that persons showing both surveillance and diversion orientations were more likely to read newspapers than were persons selecting either orientation but not the other;[13] and that when forced to choose between information and entertainment and information, regular readers chose entertainment while less regular readers chose information.[14] Overall, such findings support Stepehnson's contention that mature newspaper readers who have the highest levels of readership tend to combine both the utility of information and the pleasure of entertainment, while persons with lower levels of readership focus on either orientation, but not both.[15] Following this logic, high levels of both information and entertainment would be associated with higher levels of newspaper readership. If subscribing can be interpreted as a higher level of committment to newspaper than single copy reading because of the on-going committment to at least receiving the newspaper, then subscribing would be expected to be associated with higher levels of orientation toward both diversion and surveillance than would single copy readership. Further, non-reading would involve the lowest level of committment to newspaper and so would be expected to reflect the lowest levels of committment to newspaper readership. To test this argument, the study considered the following hypotheses:

H_2: Surveillance will be related to newspaper readership, with subscribers showing the strongest orientation toward surveillance, followed by single copy readers, then by non-readers.

H_3: Diversion will be related to newspaper readership, with subscribers

showing the strongest orientation toward diversion, followed by single copy readers, then by non-readers.

Additionally, the uses-and-gratifications perspective has highlighted the importance of interaction to the generalized medium of newspapers. Bogart has argued that newspapers provide materials for sociable conversation, particularly among strangers,[16] and so, by extension, interaction statements should also be related to higher levels to newspaper readership. This possiblility was tested through a fourth hypothesis:

H_4: Interaction will be related to newspaper readership, with subscribers showing the strongest orientation toward interaction, followed by single copy readers, then non-readers.

Overall, the hypotheses were aimed at determining whether the three uses-and-gratifications concepts of surveillance, diversion, and interaction could prove useful in explaining some widely studied newspaper readership behaviors.

Method

During Fall 1981, a telephone survey of 543 persons was conducted in a large urban area of the Western United States. Questions were asked concerning demographics, media usage, and reactions to a selection of uses-and-gratifications statements. Interviews were conducted by trained undergraduates enrolled in an advanced research methods class, and each completed interview was verified through a second telephone call from different students in another course. Additionally, planted numbers were assigned to both groups to verify that they were using assigned telephone numbers and accurately attempting the calls.

Because of space limitations, all of the statements from the

the literature preceding the interview period could not be used, so fourteen statements were selected for study. These statements were either used by more than one study or expressed basically the same idea in the clearest and most concise manner. The statements used for surveillance were "Get immediate knowledge of big news events;" "Keep me informed about what is happening in my local community;" and, "Understand what is going on." Another three statements were used for diversion: "Just pass the time;" "Be entertained;" and, "By being my friend when I am alone." Finally two additional statements were used to reflect the concept of interaction: " Find interesting or unusual stories that I can tell to others" and "Improve the quality of my lifestyle."

In addition to the eight basic uses-and-gtatifications statements, three idiosyncratic statements were added to permit the emergence of statement groupings other than the three hypothesized groupings. These unique statements were: "Find products through advertisements;" "Get more information on things I've seen such as movies, sports events, or accidents;" and, "Be happy". Finally, to give the statements selected for examination enough degrees of freedom to avoid creating redundant or inevitable solutions, additional statments were selected from the literature on television uses-and-gratifications. These statements were selected because they were less likely to be appropriate to newspaper, providing the opportunity to the key newspaper variables to carry the explanatory weight while the television statements would be expected to contribute weakly or to add their own particular grouping of statements to the solution. The statements selected were based on Palmgreen, Wenner, and Rayburn's[17] study of Kentucky adults concerning television news. The

statements used were: "Get exciting, dramatic, and entertaining news;" "Find issues affecting people like myself;" and, "Get information to pass on to other people."

After verification, the completed questionnaires were coded, keypunched, and analyzed using version 8.3 of SPSS: Statistical Package for the Social Sciences. The replies to the fourteen uses-and-gratifications statements were coded from one for strongly disagree to five for strongly agree for a five point range of replies: strongly disagree/disagree/neutral-no opinion/agree/strongly agree. This coding permitted the replies to be treated as approximately interval data for the analysis.

Results

Analysis of the data needed to accomplish two goals: first, establishing that the underlying concepts of surveillance, diversion, and interaction were present within the statements chosen for the analysis; and, second, that those three uses-and-gratifications concepts could be used for expalining readership behaviors like subscribing, reading single copies, or not reading newspapers, and higher readership for Sunday than for weekday newspapers. For the first goal, newspaper was examined as a medium; for the second goal, newspaper was examined as a behavior.

Newspaper Medium. The analysis of newspaper as a medium followed the standard practice among uses-and-gratifications researchers of using factor analysis to detect underlying relations within the statements through statistical techniques. Table 1 shows the solution of a principal components, varimax orthogonal rotation factor analysis for the fourteen uses-and-gratifications statements used in this study.

Table 1

As Table 1 indicates, three factor groupings interpretable as

surveillance, diversion, and interaction did emerge, but the selected statements did not load on the resulting groups exactly as anticipated. The first factor was a diversion factor, incorporating expected statements such as "Be entertained;" "Just pass the time;" and, "By being my friend when I am alone." This factor grouping was not completely clean, however, incorporating the interactive "Improve the quality of my lifestyle;" the idiosyncratic "Be happy;" and the television statement "Get exciting, dramatic, and entertaining news." However, with the exception of "Be happy," the conflicting statements did not load as strongly as the expected diversion statements, and conceptually, the six statements loading strongly on the first factor lend themselves to interpretation as a variety of entertainment orientations suitable for a diversion factor.

The second factor in Table 1 corresponded strongly to a surveillance grouping. All three surveillance statements loaded on this particular factor: "Keep me informed about what is happening in my local community;" "Get immediate knowledge of big news events;" and, "Understand what is going on." Additionally, the television gratification statement of "Find issues affecting people like myself" also loaded on the second factor, but since this statment was conceptually compatible with the notion of surveillance, it enhanced rather than hindered the explanation.

Finally, the third factor in Table 1 reflected an interaction concept largely in terms of interpersonal communication. The diversion statement of "Find interesting or unusual stories that I can tell to others" was accompanied by the television statement of "Get information to pass on to other people," and by the idiosyncratic "Get more information on

things I've seen such as movies, sports events or accidents." Again, despite the fact that the factor was not technically clean, the statements loading on the factor did emerge as a conceptually clean reflection of the concept of interaction with the broader social environment.

Overall, the three factors from Table 1 supported Hypothesis 1's notion that the concepts of surveillance, diversion, and interaction were applied by the sample to the concept of newspaper as a medium. The support was not completely clean from a technical point-of-view, but the distinctions were strong enough that they encouraged using the groupings that emerged for interpretation of the subsequent analysis of newspaper behaviors.

Newspaper behaviors. The factor analytic solution in Table 1, however, refelected only generalized attitudes about newspaper as a medium and so was not necessarily related to newspaper related behaviors. To examine linkages between gratifications statements and exposure to newspapers, the study employed the technique of stepwise discriminant analysis to study different newspaper exposure behaviors. In terms of reading newspapers, subscribers, single copy readers, and non-readers were used as three levels of a categorical dependent variable, while the approximately interval replies to the fourteen uses-and-gratifications statments were used for the independent variables. Additionally, discriminant analyses were conducted for both weekday and Sunday newspapers in case measurable conceptual differences did exist.

Table 2

Table 2 shows the stepwise discriminant analysis solution between weekday newspaper readership and the fourteen uses-and-gratifications statements. The first column shows the independent variables selected by the statistical model as the strongest predictors of the dependent variable. The relative strength of the relationship is shown by the discriminant functions, which are listed down the second column for the independent variables and cross the tops of the third, fourth, and fifth columns for the three levels of the independent variable of weekday newspaper readership. The positive function for Subscribers

(+0.183) and single copy Readers (+0.001) indicate that they are related to the surveillance statement of "Get immediate knowledge of big news events" (+0.900) and the interaction statement of "Find interesting or unusual stories that I can tell to others" (+0.238). Conversely, the negative function of Non-readers (-0.264) indicates their relation to the diversion statement of "Just pass the time" (-0.264).Note that the positive and negative signs have no conceptual meaning, they simply indicate directions and differences for the statistical relationships.

Because discriminant functions are often difficult to interpret intuitively, the rows of the third through fifth columns of Table 2 also show the arithmetic means of replies to the independent variables from each of the three newspaper readership groups. Since the data were coded from one for strongly disagree to five for strongly agree, the higher the mean score the stronger the level of agreement with the statement.

Examination of the means in Table 2 indicated that the Subscribers were most strongly oriented toward the surveillance statement of "Get immediate knowledge of big news events" (mean=4.00), while the single copy Readers were more oriented toward the interaction statement of "Find interesting or unusual stories to tell other people" (mean=3.80). This finding meant that the Subscribers were oriented toward news in general, explaining their regular committment to newspaper, while the single copy Readers were more oriented toward gathering materials for social interaction, explaining their less regular committment to acquring newspapers when they need something to say. At best, the Non-readers looked at newspapers as an occasional source of diversion, endorsing the "Just pass the time" statement (mean=3.10).

Overall, Table 2 meant that weekday newspapers were read by subscribers for regular news surveillance, by single copy Readers for less regular discussion materials for social interaction, and occasionally by Non-readers just as a filler of time.

Table 3

When attention was shifted toward reading Sunday newspapers, two statistically significant solutions emerged. Table Three shows the

discriminant analysis with the lower error probability of the two solutions. Examination of Table 3 indicated that Subscribers maintained their weekday surveillance orientation toward "Get immediate knowledge of big news events" (mean=3.99), reinforcing their on-going committment to monitoring the wider world. Sunday single copy readers, on the other hand, shifted to the surveillance statement of "Understand what is going on" (mean=4.07) and to the diversion statement of "Just pass the time" (mean=3.14). This shift indicated that Sunday single copy readers viewed the Sunday paper as a means for reviewing events and enjoying leisure rather than as a source for social interaction like the weekday newspaper. Further, the Sunday Non-readers shifted from filling time to the interactive "Get more information on things I've seen such as movies, sports events or accidents" (mean=3.84) and the generalized diversion statement of "Be happy" (mean=2.51). This finding meant that Non-readers would turn occasionally to the Sunday paper only if they were tracking some material on a topic of particular interest to them.

Overall, Table 3 meant that Subscribers maintained their surveillance of the environment for both weekdays and Sundays, while single copy Readers used weekday newspapers for materials for social interaction and Sunday newspaper to review events and to relax. At best, non-readers would occasionally be moved toward the Sunday newspaper by a particular personal interest.

Table 4

The second solution for Sunday newspapers, which had a higher probability of random error, presented a slightly different picture in Table 4. In terms of the discriminant analysis itself, single copy Readers (-0.276) shifted from similarity with Subscribers (+0.129) to similarity with Non-readers (-0.036).

Examination of the means in Table 4 indicated that Sunday Subscribers maintained their loyalty to the surveillance statement "Get immediate knowledge of big news events" (mean=3.99), but they also added the diversion statement of "Be happy" (mean=2.65) and the interaction statement of "Get more information on things I've seen such as movies, sports events or accidents" (mean=3.92). This finding meant that the Sunday Subscribers

shared the diversion and interaction orientations of the Sunday Non-reader, but were distinguished by their strong orientation toward surveillance of the environment.

Further examination of the means in Table 4 reinforced the importance of the surveillance statement "Understand what is going on" (mean=4.07) for the Sunday single copy Readers. The emergence of this same statement in both Tables 3 and 4 indicated that the particular surveillance action of reviewing, summarizing, and explaining the news was important to single copy readers. Rather than share the Subscribers' on-going committment to monitor the news, the Sunday single copy Readers preferred to have their news digested for them. Such a preference could be comfortably met with a weekly rather than a daily diet of news.

Finally, examination of the means in Table 4 indicated that the Sunday non-readers returned to their weekday diversion orientation of using newspapers to "Just pass the time" (mean=3.98). This finding reinforced the notion related to Table 3 that Sunday Non-readers would only occasionally pick up a newspaper but tended to regard such activity as more of a way to spend time than to serve any other purpose.

Overall, the findings in Table 4 meant that Sunday Subscribers shared the Sunday Non-readers' diversion and interaction orientations, but were distingusihed by their on-going committment to surveillance. Sunday single copy Readers were strongly distinguished by their orientation toward the recapitulative surveillance of "Understand what is going on," a different reason than the interactive orientation endorsed by single copy readers of weekday newspapers. Finally, non-readers largely tended to view newspapers as a way to spend time rather than of being useful except for an occasional personal interest.

Taken together, the findings of the discriminant analyses can be taken to mean that Subscribers regularly receive both weekday and Sunday newspapers because of an on-going committment to s rveillance of the environment. Weekday single copy readers tend to buy newspapers as a tool for social interaction, while Sunday single copy readers seek single, recapitulative surveillance of the week's events during their leisure time. Non-readers tend to view both weekday and Sunday newspaers

time fillers, occasionally acquiring a Sunday newspaper in regard to matters of personal interest. By and large, subscribers showed the strongest daily committment to newspapers, while single copy readers varied their committments based on weekday interactions and Sunday recapitulations. Non-readers showed a sporadic committment at best.

Discussion

In terms of the literature based hypotheses, the study provided mixed support. Hypothesis 1's assertion of surveillance, diversion, and interaction was supported in Table 1, but the results were stronger conceptually than they were technically. Hypothesis 2's assertion that higher levels of surveillance would be related to higher levels of newspaper readership also was supported. In Tables 2,3 and 4, weekday and Sunday subscribers showed a strong, on-going relation to surveillance, while single copy readers reacted more to interaction on weekdays and to recapitualtive surveillance on Sundays, and non-readers remained largely indifferent to surveillance, except for occasional special events.

The findings were less straightforward for Hypotheses 3 and 4. In terms of Hypothesis 3's assertion that diversion explained newspaper readership, some support was found in Table 4 for the notion that subscribers use newspapers for diversion, but the common finding of Tables 2 through 4 was that non-readers had the strongest diversion orientation, regarding newspapers as a way to pass time. This situation meant that the relation of diversion to newspaper was more complex than simple arguments advanced from the literature, and that it was an important element in both subscribing and non-reading.

Additionally, simple relations did not explain the behaviors of single copy readers. For weekday single copies, readers were related to interactive orientations, but on Sundays, the orientation shifted to a more recapitulative orientation toward surveillance. Such a difference was not anticipated by the literature-based hypotheses, but it did add to the explanation of circulation differences between weekday and Sunday newspapers. Weekday single copy sales emerged as rooted in the interactive need to have materials to discuss with others, while Sunday single copy sales were more strongly tied to broad understanding of recent events. Such differences help account for both the daily fluctuation of newspaper

sales, as well as the particularly strong Sunday sales of local/national newspapers like the New York Times, Washington Post, and the Los Angeles Times.

Overall, the study pointed toward a simple model of weekday and Sunday subscribers staunchly loyal to an on-going surveillance with newspapers; weekday readers of single copies seeking materials for conversation and other interaction; Sunday single copy readers preferring a wrap-up of the week's events to an on-going monitoring of those events; and, weekday and Sunday non-readers viewing newspapers as a way to fill time, with an occasional use of newspaper for topics of particular personal interest.

At this point, such a model is largely suggestive, however. The idiosyncracies of the uses-and-gratifications statments used still did not account for much of the total variance, and the underlying concepts of surveillance, diversion, and interaction still require much replication. Nevertheless, the findings presented in this study have indicated that the uses-and-gratifications perspective can be used to study newspaper as a medium but that it also can be used to explain specific newspaper behaviors like subscribing, reading, and non-reading, and that it can discriminate between reading weekday and Sunday newspapers. Uses-and-gratifications may not be the only explanation for newspaper readership, but its usefulness in this study indicates that its further refinement should provide additional insight into the public's newsreading behaviors.

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Footnotes

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Table 1

Factor Analysis of Uses-and-Gratifications Statements Applied to Newspapers

	Factors			(estimated communality)
	I	II	III	
Diversion grouping:				
By being my friend when I am alone	0.70	0.04	0.17	(0.52)
Be happy	0.64	0.14	-0.04	(0.43)
Be entertained	0.57	0.13	0.23	(0.40)
Improve the quality of my lifestyle	0.53	0.13	0.23	(0.37)
Just pass the time	0.44	0.05	0.18	(0.23)
Get exciting, dramatic and entertaining news	0.37	0.36	0.31	(0.36)
Surveillance grouping:				
Keep me informed about what is happening in my local community	0.03	0.58	0.28	(0.41)
Get immediate knowledge of big news events	0.19	0.55	0.14	(0.36)
Find issues affecting people like myself	0.15	0.55	0.21	(0.36)
Understand what is going on	0.13	0.53	0.34	(0.42)
Interaction grouping:				
Find interesting or unusual stories that I can tell to others	0.21	0.30	0.62	(0.52)
Get information to pass on to other people	0.27	0.26	0.62	(0.52)
Get more information on things I've seen such as movies, sports events or accidents	0.16	0.36	0.47	(0.38)
Eigenvalues:	4.6	1.7	1.0	
Percent of variance:	32.8	11.8	7.1	
Cumulative percent:	32.8	44.6	51.7	

TABLE 2

Mean Replies to Key Uses-and-Gratifications Statements for Read Weekday Newspaper Within Past Week

		Weekday (Monday through Friday) (Discriminant functions in parentheses)		
		Subscribers (+0.183)	Readers (+0.001)	Non-readers (-0.264)
Get immediate knowledge of big news events	(+0.900)	4.00	3.81	3.64
Find interesting or unusual stories that I can tell to others	(+0.238)	3.76	3.80	3.60
Just pass the time	(-0.264)	3.76	3.00	3.10
Number of respondents:		256	109	178

Eigenvalue(s): 0.04

Canonical correlation: 0.19

Wilks' Lambda: 0.96

Chi-square Goodness-of-fit: 22.79; df = 6; $p \leq 0.01$

Percent correctly classified: 44.75 (>33.3 expected by chance)

Table 3

Mean Replies to Key Uses-and-Gratifications Statements for Read Sunday Newspaper Within Past Week: First Solution

		Sunday		
		(Discriminant functions in parentheses)		
		Subscribers (+0.115)	Readers (+0.229)	Non-readers (-0.202)
Understand what is going on	(+0.928)	3.97	<u>4.07</u>	3.77
Get immediate knowledge of big news events	(+0.445)	<u>3.99</u>	3.83	3.70
Just pass the time	(+0.025)	3.01	<u>3.14</u>	3.98
Get more information things I've seen such as movies, sports events or accidents	(-0.486)	3.92	3.83	<u>3.84</u>
Be happy	(-0.088)	2.65	2.44	<u>2.51</u>
Number of respondents:		235	81	225

Eigenvalue(s): 0.03

Canonical correlation: 0.17

Wilks' lambda: 0.95

Chi-square goodness-of-fit: 26.48; df = 10; $p \leq 0.01$

Percent correctly classified: 44.18 (>than 33.3 expected by chance)

TABLE 4

Mean Replies to Key Uses-and-Gratifications Statements for: Read Sunday Newspaper Within Past Week: Second Solution

		Sunday		
		(Discriminant functions in parentheses)		
		Subscribers (+0.129)	Readers (-0.276)	Non-readers (-0.036)
Be happy	(+0.653)	2.65	2.44	2.51
Get immediate knowledge of big news events	(+0.633)	3.99	3.83	3.70
Get more information on things I've seen such as movies, sports events, or accidents	(+0.297)	3.92	3.83	3.84
Just pass the time	(-0.557)	3.01	3.14	3.98
Understand what is going on	(-0.521)	3.97	4.07	3.77
Number of respondents:		235	81	225

Eigenvalue(s): 0.02

Canonical correlation; 0.17

Wilks' Lambda: 0.98

Chi-square Goodness-of-Fit: 10.24; df = 4; $p \leq 0.05$

Percent Correctly Classified: 44.18 (> than 33.3 expected by chance)